

That
Cat's Paw Plug
Prevents
Slipping



Put Your Foot Right Down

It won't slip—even on wet sidewalks or the smoothest floor. That **Cat's Paw Friction Plug Holds.** And notice, too, that it is near the back of the heel, where the hardest wear comes.

CAT'S PAW CUSHION RUBBER HEELS

Put You On a Sure Footing

No holes to carry mud or dirt. Extra quality rubber gives resiliency and lightness, lends energy to your step.

They walk easier and last longer than other kinds, but cost no more.

They Never "Skid"

Ask your shoe dealer to put **Cat's Paw Heels** on all your shoes. Black or Tan. The name is easy to remember.

TO THE RETAIL DEALER

It pays to give the public what they want. The majority want Cat's Paw Cushion Rubber Heels. Order from your jobber today.



50c. Attached
At All Dealers

FOSTER RUBBER CO.
105 Federal St., Boston, Mass.

Great Store Lures and Lodestones

(Continued from Page 6)

notwithstanding our natural bargain instincts, at women's twenty-five dollar French hats sold at five dollars. An edition de luxe of classic literature, such as Balzac or Thackeray, offered at nine dollars and seventy-five cents, when the publisher's price was forty dollars, would have made the chills run up and down our spine lest, when we got the books home, we should find a page missing or a folio bound in crooked or some important paragraph expurgated. But so much of a business has bargain-presenting become that these things can be done by the department store merchant without turning a hair.

If the bargain costs him a loss, and frequently it does, he can afford it because of the power the loss exercises in drawing the public to the store. If he gets "stuck" with a \$20,000 lot of clothing which the buyer thought would sell better than it has done, he finds a double gain in selling off at a sacrifice; for he saves the interest on unsold stock and he pushes along a little farther the idea of the public that this particular store is the one place in which to "get the better of the kitty."

Indeed, so effectively does this particular end of things work out—that is, the end wherein the merchant and the manufacturer pool issues to seduce the store-goer into cultivating a certain buying habit—that almost any merchant can tell you of an instance where great fruit has resulted. Many a textile mill has been asked to weave a new color or a new texture of cloth and put it out at half price, and has rejoiced that it complied, because of the quick vogue that the department store's enormous trade gave to the new material. Hardware makers have been shown the great advantages of 25,000 persons passing daily through a department store, and they have been only too glad to offer in that store, at a mere song, some new flatiron, for example, that heats itself at a cost of three cents for every four hours, or a new cooker that economizes fuel and labor by being a combination between a self-basting roaster and a cereal boiler.

With such a fusion of interests at work upon our very natural New England instinct, is it any wonder that the enticing game is successful?

What show do we, the people, stand against a frame-up like that? For, if men can go to that limit in drawing us inside their stores; what will they not do to us, what can they not do to us, after they get us in?

THE entire interior of the department store is rigged up to make the bargain hunter buy his bargain, more bargains, and then some. It is rigged up so that wherever he turns he sees something better than he had in mind when he entered. No matter to which section of the huge institution he goes, he finds an exposition. Things sold in that particular section are set up before him as they are in a great fair. The clerks are as eager to show him things as the attendants will be at the forthcoming Panama-Pacific Exposition; and if he does n't want to buy, they don't urge him. (That is one of the iron rules of all first-class modern department stores; viz., never urge a customer to buy. Take advantage of any uncertainty he may have, if his mind does n't appear to be made up; but never crowd him.) If his eye happens to glance at something on the shelf that looks good to him, the clerk sees it before he does and puts it into his hand for inspection. If he is thinking of buying a set of dishes at eleven dollars and forty-nine cents, he sees so many dishes at thirteen dollars and fifty cents, fourteen dollars and sixty-seven cents, fifteen dollars and twenty-five cents and so on that he loses all power of reckoning the difference between what he intended to spend and what he probably will spend.

This thing of giving a Universal Exposition aspect to the interior of the department store is calculated with the utmost finesse. For instance, years ago it was the custom to have the dress goods on the main floor, because of the large volume of trade involved. But a Chicago merchant



Above is shown the grooved end of shank, with web of metal giving it strength. Blades are securely held in by a "Yankee" device—yet are slipped out easily with thumb and forefinger.

"YANKEE" TOOLS

Make Better Mechanics

The four screw-driver blades—1-8", 1-4", 5-16" and 3-8"—are carried in the handle, in a magazine held by a spring.

With this tool the mechanic or handy man is ready for any kind of a screw driving job.

Two sizes: 1" shank—95c.
6" shank—\$1.10

"Yankee" No. 65 Magazine Ratchet Screw-driver

Right and left hand; and right

Your dealer can supply you.

"Yankee" Tool Book (free) for mechanics and householders. AUTO. MOBILISTS—Write for "Yankee" Tools in the Garage.

North Bros. Mfg. Co., Philadelphia.



Try On This Dainty Garment

YOU WILL find it matchless for comfort and perfect fit—just the garment to charm particular women.

Three Garments in One

CORSET COVER, drawers and skirt. It cannot bunch about the knees because of its design. It always fits perfectly without adjustment.

Model No. 339—This garment is a staple model. Sold by waist measure by all merchants, or by Parcel Post, \$1.00. Booklet on request.

LEONA GARMENT CO.
227 Main Street La Crosse, Wis.



NECKWEAR FOR WELL DRESSED MEN All Pure Silk

Four in Hands Ties and Bow Ties
35c. each 3 for \$1.00

Why Pay More? Buy Direct

State colors desired and age, that we may select right.

Satisfaction Guaranteed or Money Refunded.

Send Checks, Postal Orders or Stamps to

Arlington Neckwear and Specialty Co.
475 Elm Street, Arlington, N. J.

Moth Proof Cedar Chest



Piedmont Southern Red Cedar Chests make delightful birth-day, wedding and graduation gifts. Protect furs, woolens and plumes, from moths, mice, dust and damp. Write for 66-page illustrated catalog showing all designs, sizes and prices, postpaid, free. Write for particulars today.
PIEDMONT RED CEDAR CHEST CO., Dept. C, Statesville, N.C.

OLD MONEY WANTED
\$5 PAID for certain 1853 Quarters; \$100 for certain 1853 Half. \$100 for DIME 1894 5c. coins, etc. We pay highest cash premiums on all rare money to 1909. Keep all old money, send only 4c for Large Illustrated Coin Circular. You have nothing to lose.
THE NUMISMATIC BANK OF TEXAS, Dept. 2, FT. WORTH, TEXAS

Who Ever Knew Any Corn to Stay?

Who ever saw a corn so old, so tough as to resist a Blue-jay plaster?

There are corns which resist the first plaster—that's true. But the most stubborn corn must come out with the second.

Think how easy it is. The little plaster is applied in

a jiffy. The pain stops instantly. For two days the corn is forgotten. Then you take off the plaster and the corn comes out.

It comes out entirely and forever, without soreness or any discomfort.

Did you ever know anyone to use a Blue-jay without just that result?

If not, why don't you try it? Why not end your own corns in this modern scientific way?

Now used on a million corns monthly.

A in the picture is the soft B & B wax. It loosens the corn.
B stops the pain and keeps the wax from spreading.
C wraps around the toe. It is narrowed to be comfortable.
D is rubber adhesive to fasten the plaster on.

Blue-jay Corn Plasters

Sold by Druggists—15c and 25c per package
Sample Mailed Free. Also Blue-jay Bunion Plasters.

(323) **Bauer & Black, Chicago and New York, Makers of Surgical Dressings, etc.**

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Here's the \$393 house. There are 100 others ranging from \$150 to \$2000